

MUMBAI
INDIA



MUMBAI



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18-19
NOVEMBER
2026

International Trade Fair
for Wine & Spirits

prowine.in

Supported By



Organised By



Messe
Düsseldorf
India

ProWine Mumbai

ProWine Mumbai, jointly organized by **Messe Düsseldorf India** and **All Things Nice**, is the premier annual international gathering in Mumbai that unites the **entire alcobev industry**—from **wines, spirits, beers, craft beverages, meads, ciders, and cocktails, to premium mixers, zero-proof alternatives, and beyond.**

Through a **comprehensive trade fair and curated Masterclass Program**, ProWine Mumbai serves as a definitive platform for professionals to connect, discover trends, and engage with the future of India's vibrant beverage culture.

The show also embraces **accessories and allied categories**—including glassware, bar equipment, packaging solutions, technology, logistics and other services—making it the most holistic alcobev trade event in the country.

Recognized as a premier event in India's alcobev landscape, **ProWine Mumbai has facilitated numerous brands in seizing lucrative business prospects, domestically and internationally, thereby fostering growth and expansion.**

ProWein World

Over the past 30 years, ProWein – with its more than 90,000 visitors worldwide – has become the most important market place for wines, spirits and craft drinks. Apart from the traditional markets, new and dynamic sales regions are emerging. You can book your "Ticket To The World" for your company's success today in Düsseldorf, Shanghai, Singapore, Hong Kong, São Paulo, Tokyo along with Mumbai.



A major highlight of ProWine Mumbai, **ProSpirits** offers attendees an immersive journey into the world of spirits. From premium tastings and cocktail innovations to the latest global trends shaping India's spirits culture, it is the ultimate destination for professionals looking to elevate their expertise and business opportunities.



ProWine Zero shines a spotlight on zero-proof and low-alcohol brands, reflecting the global rise of mindful consumption. From zero-alcohol spirits and functional drinks to fermented beverages and mixers, the category offers sophisticated alternatives for today's wellness-driven consumer. As India's first premium platform for this space, ProWine Zero connects producers with importers, HORECA, and retail leaders—driving conversations around innovation, quality, and mindful drinking while creating a launchpad for global and Indian brands.



Why Mumbai?

- Home to India's leading importers and producers of wines and spirits.
- Proximity to Nasik, India's largest wine-producing region.
- A short flight to Goa — India's most advanced craft spirits and beer production hub.
- India's wealthiest city and financial hub, home to numerous MNC headquarters.
- Maharashtra now offers one-time, permanent label registration with no annual fee, provided the label design remains unchanged— simplifying and speeding market entry for importers.
- It's where India's highest concentration of high-spending, diverse and experimental consumer base along with trade buyers for global beverages converge. Mumbai provides a dynamic launchpad for brand expansion in India.
- India's most sophisticated and influential hospitality market — setting standards for beverage curation, experiences, and consumer tastes.
- A thriving entertainment and nightlife ecosystem, powered by Bollywood.
- Robust infrastructure supporting the business of wine, spirits, and premium experiences as compared to other cities.
- Close proximity to Jawaharlal Nehru Port (Nhava Sheva), handling the majority of India's beverage imports.



Venue

Jio World Convention Centre (JWCC), Mumbai is India's most premium Convention with 5 star facilities.

Located at a prominent location, a well-connected financial hub near Mumbai International Airport.

Spanning 1,03,012 sq. m., JWCC hosts world-class exhibitions, conventions, and events with versatile spaces for physical, virtual, and hybrid formats.

Key enabling services include In-house culinary capabilities offering exemplary gourmet experiences, state of art Audio-Visual aids, seamless internet connectivity and sound-proof halls.



Key Attractions

Exhibition



Masterclasses



Tastings



ProWine & ProSpirits Challenge



Key Attractions

ProWine Bartenders' Competition



ProWine Connect



Panel Discussions



ProWine Mumbai: Honoring Excellence



ProWine Mumbai Night



Exhibitor Profile

- Indian & International Wine Producers
- Indian & International Beer brands
- Global Trade Promotion Bodies
- Craft & Emerging Beverage Categories (Craft wine, spirits, beers), Meads, Ciders, Perry, Kombucha, Fermented traditional drinks)
- Indian & International Spirits Producers
- Importers & Distributors
- Accessories & Allied Categories
- Cocktails & RTDs
- Non-Alcoholic / Adjacent Categories (Zero-Proof / Low-ABV, Functional Drinks) and Premium Mixers

Why Exhibit?

- Showcase your brand in an exciting setting focused on the latest products & market trends
- Create new sales opportunities with target audience from the industry
- Network with Key Decision Makers
- Develop New and Existing Relationship
- Launch New Products
- Increase Brand Awareness



Attendee Profile

- Wine & Spirits Importers / Bonders / Distributors / Wholesalers / Retailers
- HoReCa Professionals – Hoteliers / Restaurateurs / Café & Bar Owners
- Sommeliers, Chefs, F&B Teams
- Wine & Spirits Accessory Companies
- HNI / Wine Enthusiasts / Investors
- Wines & Spirits Clubs / Academia / Institutes
- International Governments

Why Attend?

- Opportunity to meet and interact with domestic and international wine & spirits brands
- Meet the key decision makers who are shaping the wine & spirits market
- Gain insights into current global trends in the wine & spirits industry
- Get connected at exclusive networking events
- Attend world-class masterclasses with industry experts & renowned brands
- Benefit from a global network – meet renowned industry experts



Statistics 2025



213
Exhibitors



1000+
Participating
Labels



21
Countries
Represented



10
Country Pavilions

Australia, France, Germany, Ireland, Italy, Japan, Moldova, Switzerland, United Kingdom and United States of America



12
Masterclasses



5485
Trade Visitors
from across
33 Countries



7000+
Gross Area





Statistics 2024



170
Exhibitors



1000+
Participating
Labels



18
Countries
Representation



10
Dedicated
Country Pavilions



5,947
Attendees



7000+
Gross Area



11
Masterclasses



Statistics 2023



164
Exhibitors



1000+
Participating
Brands



8
Countries
Representation



8
Dedicated
Country Pavilions



5,059
Attendees



11
Masterclasses



Statistics 2022



151
Exhibitors



1000+
Participating
Brands



19
Countries
Representation



8
Dedicated
Country Pavilions



4,140
Attendees



15
Masterclasses



Statistics 2021



70
Exhibitors



200+
Participating
Brands



13
Countries
Representation



7
Dedicated
Country Pavilions



2,017
Attendees



15
Masterclasses



ProWein Education Campaign Recap 2018 | 2019

ProWein World made its India debut with the launch of the ProWein Education Campaign — co-located with Food & Hotel India. The initiative delivered high-quality wine and spirit education tailored to India's growing trade and hospitality sector.

The program featured seminars, wine and spirit tastings, expert discussions, and presentations focused on sensory perception, wine & food pairing, varietals, regional styles, and beverage business trends.

It laid the foundation for ProWine Mumbai — a world-class trade platform for India's evolving wine and spirits market.

Program Highlights

- Curated wine and spirit tastings led by renowned industry experts
- Interactive workshops on sensory perception, food & wine pairing, and beverage innovation
- Masterclasses focused on key producing regions, grape varietals, and evolving consumer trends
- Panel discussions and presentations featuring global thought leaders and market specialists

Audience Profile

The campaign attracted a strong B2B trade audience including:

- Wine importers & producers
- Spirits producers & craft brands
- MNC beverage companies
- HoReCa decision-makers — restaurants, hotels & retail
- F&B teams, bartenders & sommeliers
- Trade media and alcobev influencers
- Consumers and wine enthusiasts

Networking Dinner

Each edition featured an exclusive networking dinner hosted by ProWein, bringing together speakers, buyers, and business leaders to:

- Strengthen industry relationships
- Foster collaboration and exchange ideas
- Explore new market opportunities
- Celebrate India's evolving wine & spirits culture



For more information, please contact:

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